

FIG. 1



ECC=EXPOSURE CREDIT COUNTER;
VIEWABLE ONLINE
PRL=PREFERRED ROLL LENGTH;
DETERMINED FROM CUSTOMER
BEHAVIOR TRACKING OR ONLINE
ACCOUNT SET-UP QUESTION.

COULD BE A GENERIC COUPON
GOOD FOR ONE ROLL OF FILM;
COULD BE A RETAILER SPECIFIC
COUPON GOOD FOR A ROLL OF FILM
TO BE PICKED UP AT THAT RETAILER

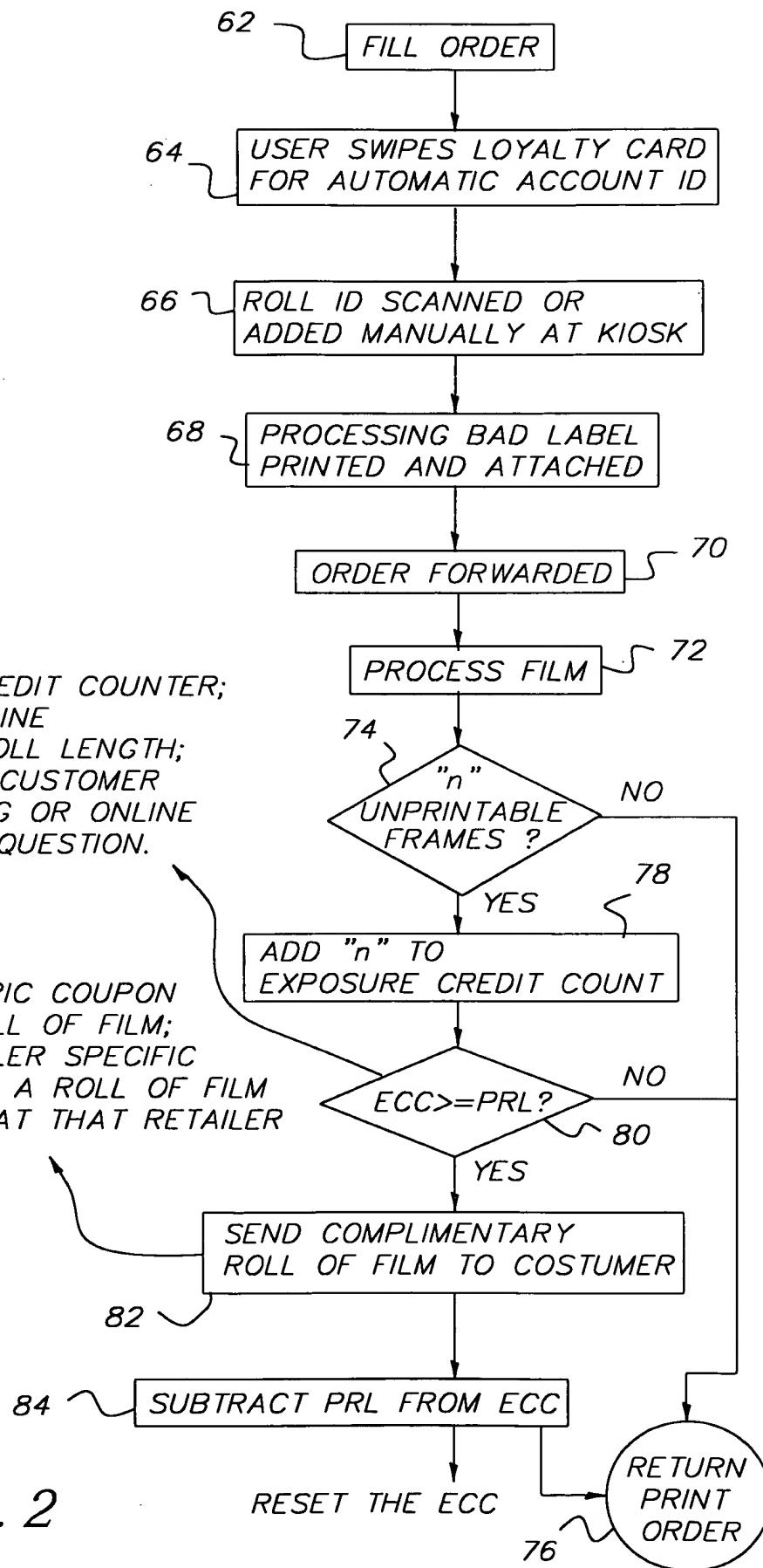


FIG. 2

